

Ellex Company Updates

Save the Date: Third Global Distributor Forum



Further to our recent updates, the Third Global Distributor Forum will be held in Spain, preceding the European Society of Cataract and Refractive Surgeons (ESCRS) Meeting in September.

We are pleased to advise that the venue for this year's Forum has now been confirmed: **Le Méridien Ra Beach Hotel and Spa**. Located in El Vendrell on the Costa Daurada, 40 minutes from Barcelona, Le Méridien Ra Beach Hotel and Spa is the perfect place from which to explore the Mediterranean coast, particularly the magnificent natural beauty of the region's beaches and coastline – and to learn more about Ellex's plans for the coming year!

Keep an eye out for detailed information regarding this year's Global Distributor Forum, which we will release over the coming months. For now, please make sure the following details are placed in your diaries:

Wednesday 9 September

- Afternoon arrival at Le Méridien Ra Beach Hotel and Spa
- Tapas welcome reception in the evening

Thursday 10 September

- All day meetings
- Gala dinner and distributor awards

Friday 11 September

- Morning departure following breakfast



We look forward to you joining us for this special Ellex event.

Headlines from San Francisco: Ellex at the ASCRS

ASCRS Distributor Reception

Thank you to those distributors who were able to attend this year's ASCRS Ellex Distributor Meeting in San Francisco. We hope you enjoyed the opportunity to be updated on our latest news as well as to catch up with fellow distributors and Ellex staff.

For those who didn't make the trip to San Francisco, a range of topics were discussed during the Ellex Distributor Meeting, including; Ellex's HY results and plans for 2009, the latest news on Ellex 2RT, and the

Headlines from San Francisco: Ellex at the ASCRS continued

variety of clinical situations in which the Ellex Eye Cubed can be used – both on humans and in animals! A spotlight on our Third Global Distributor Forum and an overview of our presence at this year's ASCRS were also presented.

Please visit the Sales Resources webpage at www.ellex.com/Sales-Resources to download the presentation files.

SLT Shines at ASCRS

Although the ASCRS is aimed predominantly at the cataract and refractive surgeon, SLT was undeniably one of the hottest topics at this year's meeting. Numerous abstracts were presented by renowned glaucoma experts, helping to reinforce the role of SLT in glaucoma management:

- Lawrence F. Jindra, MD, et al presented results of the study "Six-Year Longevity of Selective Laser Trabeculoplasty as Primary Therapy in Patients with Glaucoma", concluding that SLT, when used as primary therapy, significantly lowered and maintained IOP over the long term.
- Richard A. Luck, DO, and his peers examined the effect of SLT on diurnal fluctuations of intraocular pressure in patients receiving primary or secondary therapy. His results found that SLT significantly lowered and controlled IOP in patients treated with SLT as primary therapy, more so than for patients treated with SLT as a secondary therapy.
- The greater efficacy of SLT when used as primary therapy was also highlighted in another study conducted by Joseph A. Donnelly. Aimed at examining the cumulative incidence of repeat SLT for patients with glaucoma, this study showed that the need for repeat SLT was significantly less in patients treated with SLT as primary therapy, compared with patients treated with SLT as secondary therapy.
- Other SLT studies presented during ASCRS concluded that both steroids and NSAIDs can be considered equally successful options for the management of inflammation following SLT. In a study from Jennifer Calafati, MD, et al patient comfort was found to be satisfactory with both therapies. The effectiveness of bromfenac sodium hydrate 0.09% ophthalmic solution (Xibrom®) in treating intra-operative discomfort during SLT was analyzed by Elaine M. Miglino et al. Pre-treatment with Xibrom® was shown to be associated with minimal intra-operative discomfort in patients with blue and brown eyes when SLT was performed as both a primary and secondary therapy.

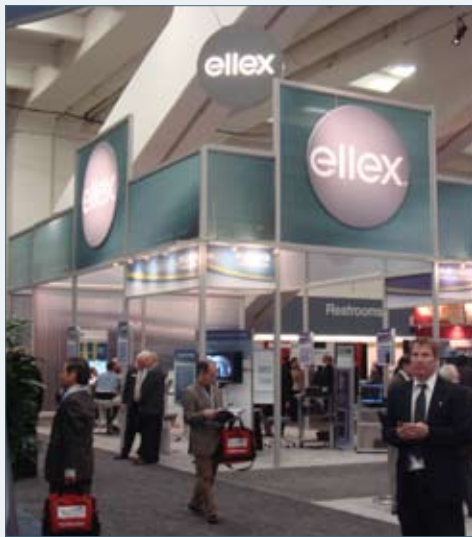
And during a counter-debate at the ASCRS Glaucoma Day, SLT proponent Douglas J. Rhee, MD, addressed delegates regarding the demonstrated efficacy of SLT as a primary therapy option for glaucoma, compared to conventional medical therapy. Following the debate, Glaucoma Day participants voted in favor of Dr. Rhee, agreeing that SLT achieves better overall results than medical therapy as a primary therapy option for glaucoma.

Click here to download the full SLT presentations from ASCRS 2009. Source: <http://www.ascrs.org/>



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Headlines from San Francisco: Ellex at the ASCRS continued



ASCRS Exhibition

Whilst ASCRS delegate attendance was down compared with last year, the Ellex exhibit still proved to be a drawcard for doctors. As always, resident ultrasound experts Cynthia Kendall and Gus Kohn proved popular with their hands-on Eye Cubed demonstrations.

Our Ultra Q and Solitaire products also proved popular, as did the Tango – many European doctors visited the Ellex exhibit, keen to learn more about SLT from Ellex.



Sales and Marketing Updates

Solitaire Solution: For the Clinic and OR

The Ellex Solitaire has proven itself to be a full-featured green laser that is portable and versatile for use in both operating rooms and clinics. Compact and efficient, it is designed for use with a wide range of delivery systems and accessories.

In order to ensure that the surgeon's needs are fully met when using the Solitaire, and to offer optimal flexibility, Ellex offers three models of Haag-Streit slit lamp adapters - fixed, swing arm and micromanipulator.

Each adapter features Ellex's True Spot™ optical system, with spot sizes continuously variable from 50 to 1000 microns. Safety filters also allow excellent vision of the target while offering full protection and the fibers are encased to ensure durability.

Haag-Streit Adapter, Fixed



The most affordable, is the Haag-Streit adapter, fixed model. Easily mounted onto the Haag-Streit BM or BQ slit lamps and most clones. Combined with the Solitaire single port, this solution provides an entrance price without compromising quality.

Part Number:	6341100
Warranty:	12 months
Price:	Please refer to current distributor price list

Haag-Streit Adapter with Swing Arm



The Haag-Streit adapter with swing arm is designed for optimal flexibility, allowing the operator to use the slit lamp as both a diagnostic slit lamp, and as a laser slit lamp. The swing arm adapter also features back illumination of the spot settings for better visibility.

Part Number:	6339025
Warranty:	12 months
Price:	Please refer to current distributor price list

Haag-Streit Adapter with Micromanipulator

The latest model is the new Haag-Streit adapter with micromanipulator. This adapter is designed to offer superior resistance and feel. The Haag-Streit adapter with micromanipulator is well accepted in the US, where the need for precision is paramount. Key features of this adapter include:

Sales and Marketing Updates April 2009

Solitaire Solution: For the Clinic and OR continued



- Exquisite movement of the micromanipulator
- Easily accessible for left- and right handed users
- Increased slit lamp clearance of 45 degrees
- Self-centering, whereby centering can easily be adjusted

Part Number: 6341120

Warranty: 12 months

Price: Please refer to current distributor price list

As you can see, Ellex offers a different adapter to suit each of your customers' needs – and each at a different price point. We recommend you highlight the versatility of the Solitaire and its wide range of accessories when next speaking with your customers.

And for special pricing on Solitaire accessories this month, please refer to the "Latest Special Pricing Offers from Ellex."

Latest Special Pricing Offers from Ellex

This month, we are once again pleased to offer a limited number of products and accessories at special distributor prices. Please refer below for further details.

25% Discount on a Limited Number of Solitaire Accessories:

The following Solitaire accessories are available for purchase at a special discount of 25% from list price:

6339620	Solitaire Cart	12 available
6339675	Pole Mount	8 available
6339690	Wall Mount	8 available

Clearance Sale

We would like to offer the Endo probes listed below at a special discount of 45% from list price. Please note the expiry dates of these items:

6339565	Straight, Illumin 20g	2 boxes	Expiry Date: 29 Sept 09
6339610	Angled, Illumin 20g	12 boxes	Expiry Date: 15 June 09

Ex-Demo Integre Duo Systems

A limited number of ex-demonstration Integre Duo systems are still available at a very special price – 35% discount from list price. These systems come with a 12 month warranty and are supplied Ex Works from Adelaide. Please note that you will be responsible for freight charges from Adelaide, Australia.



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Latest Special Pricing Offers from Ellex continued

Please be quick to avoid missing out on these special offers. If you would like to secure any of the above items, please email Stacey Crane at scrane@ellex.com. Numbers are limited and are available on a first come, first served basis.

Ellex Travels to Nice, Euretina 2009

If you are planning to attend this year's Euretina Congress in Nice, 14-17 May, 2009, then make sure to drop by the Ellex exhibit #C4 - we'd love to see you! Ellex will be participating in a number of events throughout this year's congress - please refer to the details below for more information:

Meet the Experts

We are pleased to advise that a "Meet the Experts" session on Ellex 2RT will take place at the Ellex exhibit with Professor John Marshall. For complete session details, please refer below.

Date: Saturday 16 May, 2009

Time: 3.30pm – 4.30pm

Where: Ellex exhibit, #C4

John Marshall Presents Ellex 2RT at Euretina

Following the "Meet the Experts" session, we suggest that you take this opportunity to attend Professor Marshall's presentation on Ellex 2RT as part of Euretina's official scientific program. This will be the first time that Ellex 2RT has been formally presented in Europe and we're keen to spread the news about this exciting research program. Please take note of the following details of this presentation:



Title: Selective Retinal Pigment Epithelium Treatment for Diabetic Macular Oedema: Six Month Results

Session Name: New Drug Treatment and Technology

Date: Saturday 16 May, 2009

Time: 4.30pm – 6.00pm

Please check the above details in the Euretina Final Program closer to the date, as there may be some schedule changes.

Save the Date: Global Sales Training, Sept 29 – Oct 2, 2009

We are excited to advise of our next Greater Europe Sales Training Course which will be held in Clermont-Ferrand, France, planned for September 29 to October 2, 2009.

The course will be divided into three sessions over three and a half days, offering comprehensive training on lasers and ultrasound. Not only will the course provide you with an overview of Ellex products and their

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Save the Date: Global Sales Training, Sept 29 – Oct 2, 2009 continued

clinical applications, but you will also have the opportunity to experience these products in a hands-on environment. Please refer to the following agenda overview for the topics that will be covered during the course.

Day 1 and 2: Ultrasound Sales Training

Participants will undertake introductory product training on the Ellex Eye Cubed, consisting of ultrasound definitions and clinical applications. Topics to help participants out in the field will also be addressed, comprising sales arguments and competitive analysis. Hands-on product demonstrations will also enable participants to refine their product demonstration skills, ensuring they can effectively demonstrate the Ellex Eye Cubed to a customer.

Day 2 and 3: Laser Sales Training

Participants will undertake introductory product training on Ellex laser products, including laser definitions and clinical applications. Topics to help participants out in the field will also be addressed, comprising sales arguments and competitive analysis. Hands-on product demonstrations will also enable participants to refine their product demonstration skills, ensuring they can effectively demonstrate Ellex laser products to a customer.

Day 4: Technical and Marketing Workshops

Participants will take part in several workshops to acquire basic technical skills for Ellex laser and ultrasound systems. A marketing workshop will also allow participants to effectively handle the various marketing materials provided by Ellex and to eventually be able to use them as powerful tools in their sales strategies.

Important Event Information

Each day of training will commence at 9:00am and will conclude at 6:00pm, except for the last day which will conclude at 1:00pm. It is important that participants arrive in Clermont-Ferrand one day before training



Participants travelled from across Greater Europe to attend our February 2009 training course.

commences and do not leave the course until 1:00pm on the final day.

Further information, including a detailed agenda, accommodation options and a fact sheet on Clermont-Ferrand will be provided to registrants shortly.

We encourage you to register now for this course as places are strictly limited and will be first come, first served. To register, please contact Nicolas Briel nbruel@ellex.com.



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Ellex: Here, There and Everywhere!

Over the coming weeks and months Ellex will be participating in a number of congresses and symposia around the world. For those events not already detailed in this month's Distributor Communications Update, please refer to the following Ellex events schedule below:

May 2009

Euretina Congress

May 14 - 17, 2009

Nice, France

Ellex Exhibit: C4

Slovakia 2009 Symposium

May 15, 2009

Bratislava, Slovakia

Asian-Pacific Academy of Ophthalmology

May 16 - 19, 2009

Bali, Indonesia

Ellex Exhibit: D-12

June 2009

Joint Meeting DOC-ISRS/AAO

June 18 - 21, 2009

Nuremberg, Germany

Japanese Society of Cataract and Refractive Surgery

June 26 - 28, 2009

Tokyo, Japan

July 2009

World Glaucoma Congress

July 8 - 11, 2009

Boston, USA

Ellex Exhibit: 26

We will provide further details for the events listed above over the coming months. In the mean time, please visit ellex.com/events to keep yourself informed of Ellex's event schedule and for the opportunity to register to attend selected events.



Global Service Updates

LP1532 Product Obsolescence

The purpose of this update is to inform you that Ellex has discontinued its support of the LP1532 Photocoagulator Laser. The LP1532 Photocoagulator was last manufactured in December 2001 and due to the age of this product; many vendor-supplied components have become obsolete and are no longer available.

For this reason, Ellex can no longer provide any spare parts for these products and cannot guarantee any ongoing Technical Support of the LP1532 Photocoagulator.

Ellex recommends that any existing users of the LP1532 Photocoagulator consider upgrading to the latest Solitaire™ photocoagulator or Integre™ integrated photocoagulator at the earliest opportunity. Please contact Ellex to discuss the advantages of this new technology.

If you have any questions please contact eservice@ellex.com, or www.ellex.com to investigate the upgrade solutions available.



Global Service Updates April 2009

Version 1, I3 SYSTEM-ABD Product Obsolescence

Please be advised that Ellex has discontinued its support of the Version 1, I3 SYSTEM-ABD Diagnostic Ultrasound (Eye Cubed). The V1, I3 SYSTEM-ABD Diagnostic Ultrasound was last manufactured in December 2001 and due to the age of this product many vendor-supplied components have become obsolete and are no longer available.

For this reason, Ellex can no longer provide any spare parts for these products and cannot guarantee any ongoing Technical Support for the V1, I3 SYSTEM-ABD Diagnostic Ultrasound.

Ellex recommends that any existing users of the V1, I3 SYSTEM-ABD Diagnostic Ultrasound consider upgrading to the latest Eye Cubed Diagnostic Ultrasound at the earliest opportunity. Please contact Ellex to discuss the advantages of this new technology.

If you have any questions please contact eservice@ellex.com, or www.ellex.com to investigate the upgrade solutions available.



SLT Carriage Installation Process

The purpose of this update is to inform distributors of the recommended procedure to install the SLT Carriage in the Solo and Tango laser following the removal of the SLT Carriage from the Laserhead.

If you do not follow this procedure you may find the YAG alignment changes after you install the SLT Carriage. Ensure you follow this process every time you install or re-install the SLT Carriage. The current Service Manual (Issue 3) contains the removal procedure, but does not include a detailed installation procedure. Please insert this procedure into the Service Manual, section 13.2.1. This procedure will be added to the next release of the Tango/Solo/Ultra Q Service Manual (8436015).

SLT Carriage Installation Process:

1. Ensure the grub screw at bottom left corner of the SLT Carriage, is not protruding from the inside. Unscrew the grub screw if necessary. (Refer to Fig A – SLT Carriage).
2. Fit the SLT Carriage to the Laserhead. Make sure that the safety arm of the YAG Attenuator is pushed to the left as you install the SLT Carriage into the Laserhead.
3. Slightly screw in screws with spring washers to support the SLT Carriage on the optical rails in the Laserhead.
Note: Do not tighten the screws, only a few turns are required.
4. Before tightening the SLT Carriage retaining screws, push the SLT Carriage down with a small amount of force.
5. Tighten the top-right and bottom-right screws of the SLT Carriage and then tighten the top-left screw.
6. To eliminate any free movement of the SLT Carriage slowly tighten the grub screw (bottom left corner) until tension can be felt against the Laserhead Rail.
7. Tighten the screw on the bottom-left corner of the SLT Carriage, just below the grub screw.
8. Perform relevant (SLT) alignments and calibrations.

Please refer to the following page for Fig A - SLT Carriage.

SLT Carriage Installation Process continued

Fig A – SLT Carriage

